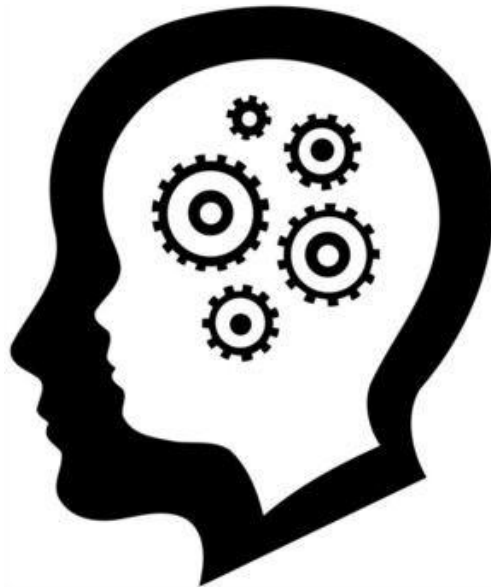


Chapter 2 - Psychological Methods

[Why Research?](#)
[Video](#)



Key Terms Worksheet

-Define your word and share and collaborate for the rest



Chapter 2: Section 1 E.Q.

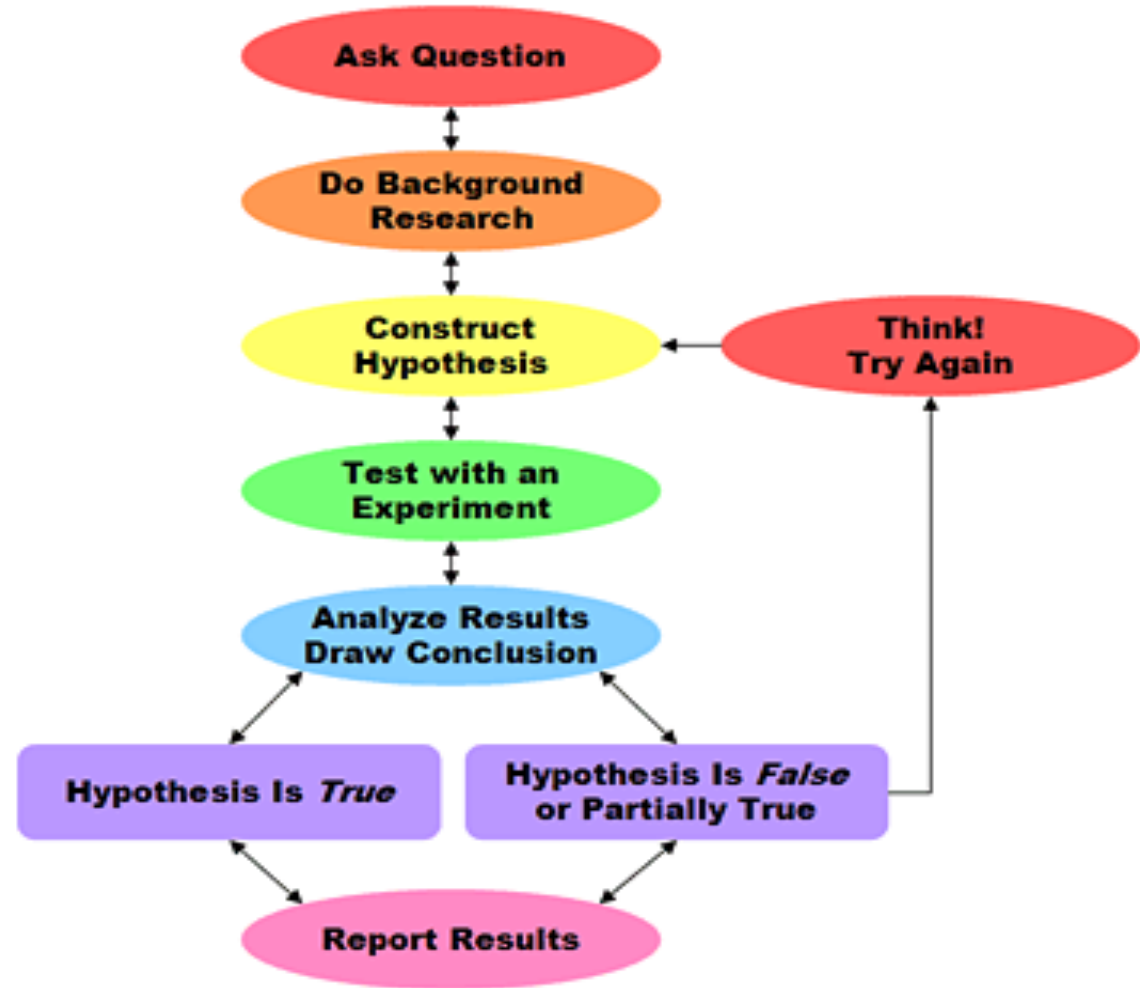
How To Conduct Research?

-Psychology is an experimental science that uses a variety of research methods to study behavior and mental processes.



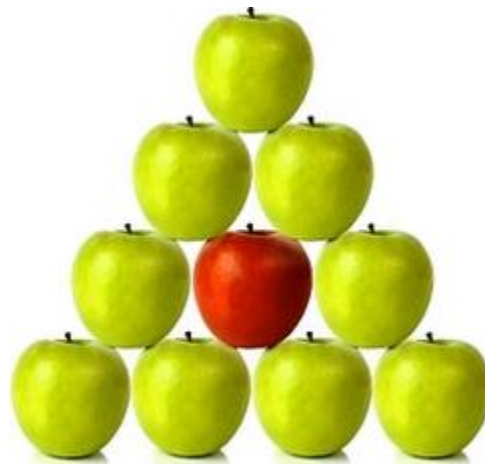
Steps Of Scientific Research

Page 27



Replication

- Replication must be used to confirm the results of the study.
- If a replicated study does not result in the same findings as the original study, the original results may not have been accurate



From Mumbo Jumbo To A Child's Death



[Really? Therapy or Abuse? Video](#)

Chapter 2: Section 1 Review

-List and describe the five steps that scientists follow in conducting research.

-Why is replication of a research study important?



"O.K.—let's review what you didn't know and when you didn't know it."

Chapter 2: Section 2 E.Q.

Surveys, Samples, and Populations

- One way to gather information about people's attitudes and behaviors is a survey.
- Surveys can be written questionnaires or personal interviews and are not necessarily accurate



World Sleep Survey



Go To: <http://www.worldsleepsurvey.com/> and see what you score.

Survey Notes (Cont.)

Quality Survey Questions:

<http://www.statpac.com/surveys/question-qualities.htm>



Poor Survey Questions:

No Good, stupid, invalid questions!



Survey Time Homework

- List five potential topics that you may be interested in creating a survey on. Make sure it is something that you are interested in and will enjoy creating a short survey on.
- Feel free to browse the textbook or internet for ideas that interest you.

Group Selection

-Researchers must consider the group selected and how that group will be selected. *Curfews?*



-Key Terms: Target Population, Sample, Random Sample, Generalized Sample



Findings



-Findings of surveys cannot be generalized unless all people in a group are surveyed.



-Results of surveys may differ because: volunteered participants and participants who were selected randomly. Volunteer Bias.

Chapter 2: Section 2 Review

- What are two different ways by which surveys are conducted?
- Explain the importance of random and stratified sampling.



Section 3 E.Q.'s

Methods of Observation

-Psychologists may use their own personal observations to start their research.



-Once they have begun their research, however, they use more careful methods of observation



6 METHODS OF OBSERVATION

Testing Method – several types of tests measure various elements of human behavior such as abilities, interests, and personality

Ex. Intelligence, aptitude, and personality test

Case-study Method – researchers conduct in-depth investigations of individuals or small groups

Ex. Genie's story (language issues)



METHODS OF OBSERVATION (Cont.)



Longitudinal Method – a group of participants are observed at intervals over an extended period of time

Ex. Language acquisition (same people)

Cross-Sectional Method – researchers compare the differences and similarities among people in different age groups at a given time

Ex. Language acquisition (samples of different ages)



Methods of Observation (Cont.)

Naturalistic-Observation Method – researchers observe the behavior of people or animals in their natural habitats

Ex. Restaurants, Kids at play

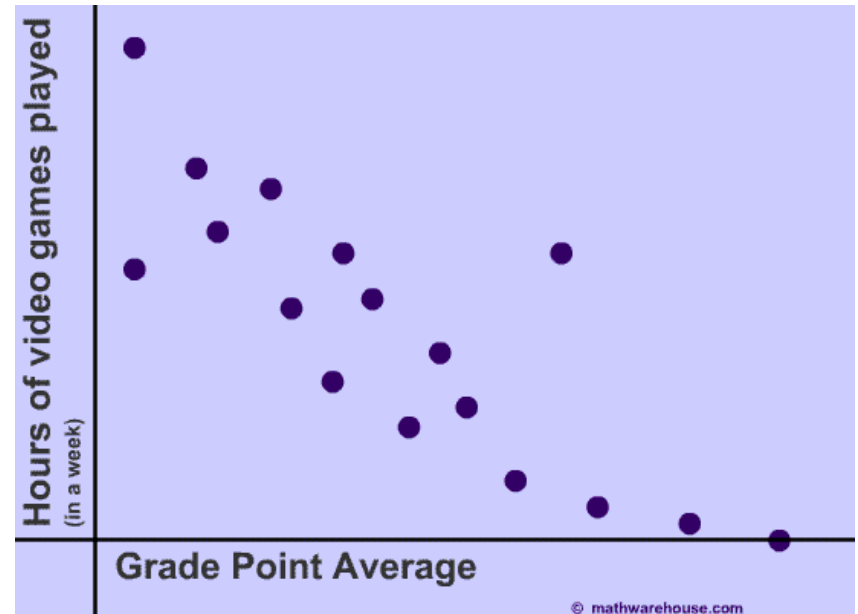
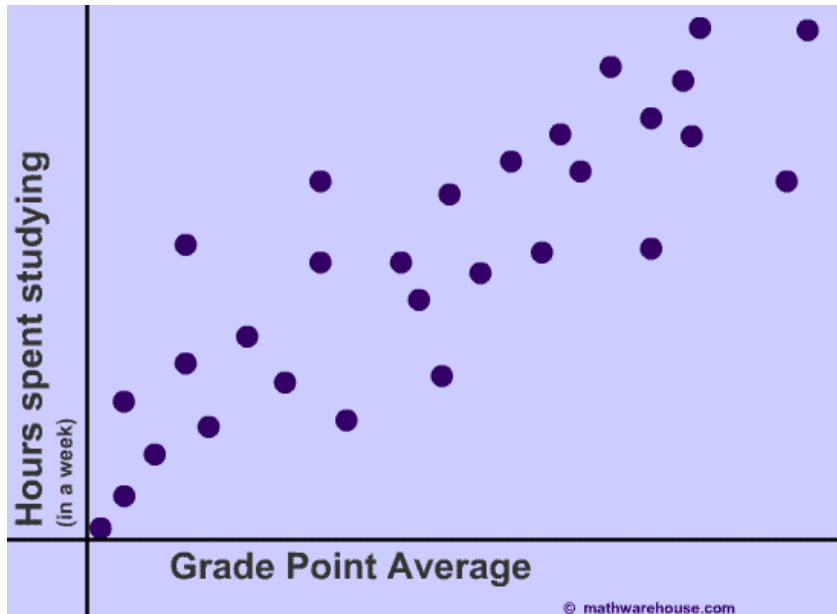


Laboratory-Observation Method – participants are observed in a laboratory setting

Ex. Fish Tank, opportunity for observation or experiments



Positive and Negative Correlation



- Describes relationship, not cause and effect
- Other factors for examples above?

Section 3 Review

-What is a case study? Name one drawback of the case study method?

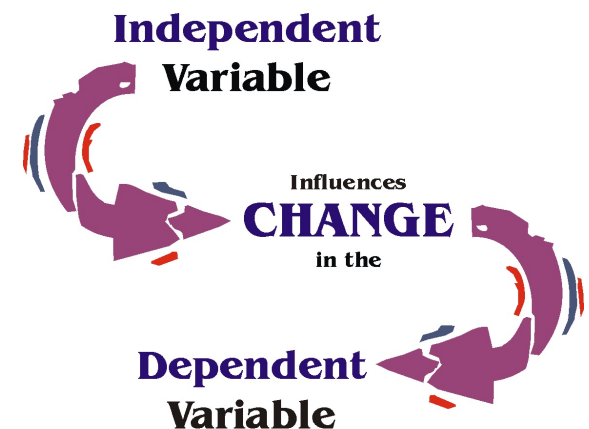


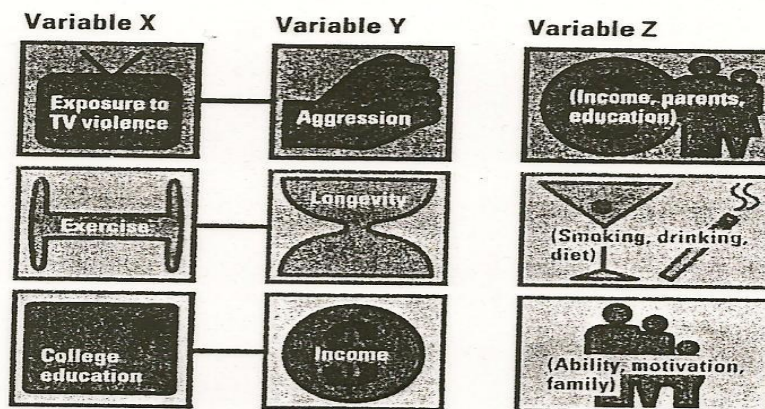
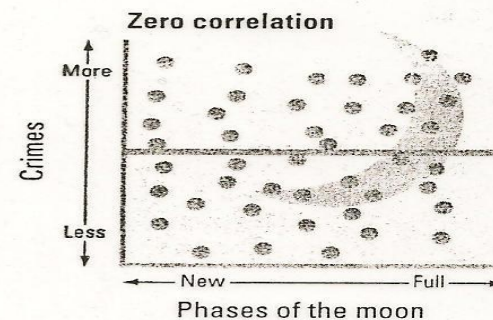
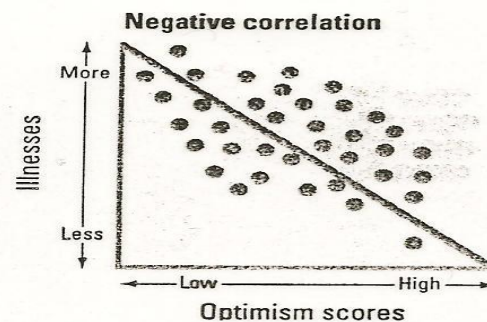
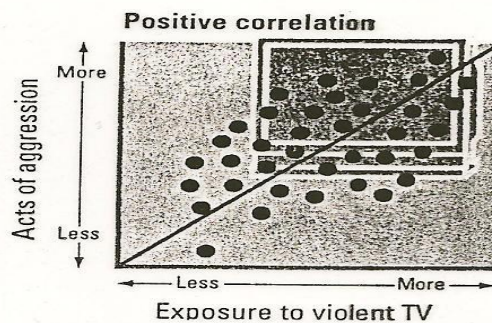
-What is the difference between the naturalistic observation method and the laboratory observation method?

Chapter 2 Section 4 E.Q.

Describe the elements of an experiment.

- Researchers administer a treatment, then carefully observe the participants to determine how the treatment influences their behavior, if at all.
- Experiments contain variables, or factors that can change. (fish food)





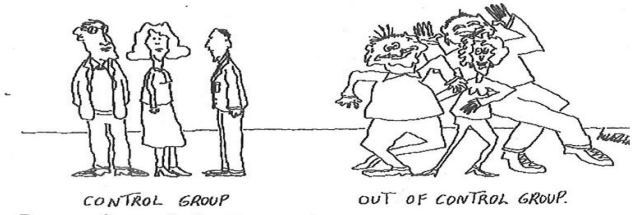
Possible explanations

1. $X \longrightarrow Y$
X causes Y.

2. $X \longleftarrow Y$
Y causes X.

3. $X \text{ --- } Z \longrightarrow Y$
X correlates with Z,
which causes Y.

Experiments (Cont.)



- Researchers establish experimental groups and control groups to ensure that the results of an experiment are caused by the treatment and not by something else.

- Extracurricular/Grades

- The expectations of participants and researchers can interfere with the effects of an experimental treatment.



Better Living Through The Placebo Effect

[Placebo Effect You Tube Video](#)



Chapter 2 Section 4 Review



-Single Blind/Double Blind

-Give an example of an independent variable and dependant variable.

-What is a controlled experiment? What is the difference between an experimental group and a control group?

Chapter 2 Section 5 E.Q.

What are the Ethical Issues involved in Psychological Research?

-Psychologists follow standards for proper and responsible behavior that have been established by the American Psychology Association (APA)

- 1) Confidentiality protects privacy and encourages the truth
 - 2) Informed consent is required for research with people
 - 3) Sometimes participants must be kept in the dark about the true nature of research.
- The APA has strict guidelines for these

situations. (3 deception situations)

[Ethics Video You Tube \(APA\)](#)



Ethical Issues (Cont.)

-The use of animals in scientific research continues to be a subject for debate.



-Discuss: Why use animals?
Benefits/Examples?

Ethics (Cont.)

- Psychologists must take certain considerations into account when they interpret their research findings.
- Researcher Bias
- Must be willing to fail



Chapter 2 Section 5 Review

- Explain the purpose of ethical standards in the profession of psychology.
- Why are confidentiality and informed consent important to psychological research?



Chapter 2 Test Review

- Ethics Video (Youtube 9:20)
- Chapter 2 Graphic Organizer (Worksheet)
- Read and Review: Page 48 Chapter 2 Review
- Answer ?'s 1-10 (Term and Concept Review)
- Chapter 2 Test (Thursday)

